In the Claims:

Before Claim 1, please add the following:

I Claim:

1. (Original) An electroluminescent display of the type wherein a layer of electroluminescent material is sandwiched between but spaced from two electrode layers, and the electroluminescent material is composed of a plurality of separate areas each matching in shape and size the image which the relevant portion of the display is to show, each such area being surrounded by a layer of insulating material, in which display the colour/reflectivity of one and/or another of the electroluminescent material and the surrounding insulator material is modified - or is apparently modified - so as to match that of the other.

2. (Original) A display as claimed in Claim 1 which uses, as the electroluminescent material, a particulate phosphor.

3. (Original) A display as claimed in Claim 2, wherein the particulate phosphor is zinc sulphide in the form of encapsulated particles.

4. (Currently amended) A display as claimed in ~~any of the preceding~~ Claims 1, wherein the separately-activiatable individual areas are grouped into sets of related character-defining segments each group of which can, by the activation of the appropriate segments, define any character there to be displayed.

5. (Original) A display as claimed in Claim 4, wherein each group is the standard seven-segment group commonly employed in modern electrical and electronic displays.

6. (Currently amended) A display as claimed in ~~any of the preceding~~ claims 1, wherein, to modify the colour/reflectivity of one or other (or both) of the electroluminescent material/phosphor and the surrounding dielectric material (the ceramic/insulator) to match - or appear to match - that of the other, the colour/reflectivity of the chosen material is changed to match that of the other by the material being blended with suitable colouring materials to give a colour match to the other, the match applying while the phosphor is in its "off" (unactivated) state.

7. (Original) A display as claimed in Claim 6, wherein the colour/reflectivity of each of the phosphor material and the insulating material is modified so as more closely to match each other, the phosphor material being blended with a material of one suitable colour while the insulating material is also be blended with a material of a suitable colour.

8. (Currently amended) A display as claimed in ~~any of~~ Claims ~~1 to 5~~, wherein, to modify the colour/reflectivity of one or other (or both) of the electroluminescent material /phosphor and the surrounding dielectric material (the ceramic/insulator) to match - or appear to match - that of the other, there is formed between the substrate and the insulator layer an additional layer of suitably-coloured material so as effectively to mask the insulator layer from view and thus present the impression of a continuous layer when the combination is viewed through the transparent electrode.

9. (Currently amended) A display as claimed in ~~any of the preceding~~ Claims 1, wherein, to modify the colour/reflectivity of one or other (or both) of the electroluminescent material/phosphor and the surrounding dielectric material (the ceramic/insulator) to match - or appear to match - that of the other, the display is provided with a front filter/absorber layer - an overlay - of suitably-coloured transparent material so as appropriately to modify the manner in which external light entering the display from the ambient surroundings is transmitted thereinto and then reflected back.

10. (Original) A display as claimed in Claim 9, wherein the filter layer is an additional layer formed on the outside, front, surface of the substrate.

11. (Currently amended) A display as claimed in ~~either of~~ Claims ~~9 and 10~~, wherein the use of a coloured filter layer is in addition to the colouring of the phosphor layer and the insulating layer.

12. (Original) A display as claimed in Claim 11, wherein the phosphor, the insulating layer, and the filter are all coloured different intensities of the same colour, and the colours are darker - more intense - the higher the intrinsic reflectivity of the component.

13. (Currently Amended) A display as claimed in ~~any of~~ Claims ~~9 to 12~~, wherein the filter is positioned to cover the entire surface of the display.

14. (Currently Amended) A display as claimed in ~~any of~~ Claims ~~9 to 13~~, wherein the reflectance spectrum of the filter is shifted in wavelength compared to the transmittance spectrum

of the filter, so that the colour/hue of the emitted light from the phosphor is not the same as that of the reflected light from the very front - the filter - surface of the display.

15. (Cancelled.)